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Filing date: **06/09/2010**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91184456
Party	Plaintiff L'Oreal USA, Inc.
Correspondence Address	Robert L. Sherman Paul, Hastings, Janofsky & Walker LLP 75 East 55th Street New York, NY 10022 UNITED STATES rls@paulhastings.com
Submission	Plaintiff's Notice of Reliance
Filer's Name	Natalie G. Furman
Filer's e-mail	rls@paulhastings.com
Signature	/NGF/
Date	06/09/2010
Attachments	Opposer's Notice of Reliance Part (4 of 4).pdf ( 3 pages )(93048 bytes ) devi decl.pdf ( 4 pages )(172761 bytes ) Exhibit M-00 Brooks Decl PUBLIC VERSION (redacted).pdf ( 5 pages )(576258 bytes ) Exhibit M-01 PUBLIC VERSION (redacted).pdf ( 3 pages )(175288 bytes ) Exhibit M-02 PUBLIC VERSION (redacted).pdf ( 3 pages )(179116 bytes ) Exhibit M-03 PUBLIC VERSION (redacted).pdf ( 3 pages )(178984 bytes ) Exhibit N-00 Capparelli Decl.pdf ( 9 pages )(421421 bytes ) Exhibit N-01 Samples of Goods Sold under L'OREAL PARIS.pdf ( 18 pages )(2897836 bytes ) Exhibit N-02.pdf ( 14 pages )(108924 bytes )

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of Application Serial No. 76/596,736  
Published in the Official Gazette on May 6, 2008  
Mark: L'OREAL PARIS

L'ORÉAL S.A. and L'ORÉAL USA, INC.,

Opposer,

v.

ROBERT VICTOR MARCON,

Applicant.

Opposition No. 91184456

**ORAL ARGUMENT REQUESTED**

**OPPOSER'S NOTICE OF RELIANCE**

**(Part 4 of 4)**

Pursuant to Trademark Trial and Appeal Board Manual of Procedure ("TBMP") § 704.02 and 37 CFR §§ 2.120 and 2.122, L'Oréal S.A. and L'Oréal USA Creative, Inc. (collectively, "L'Oréal" or "Opposer") hereby offers into evidence and intends to rely on the following:

8. Testimony Declaration of Sanjay J. Devi, dated June 9, 2010.
9. Testimony Declaration of Mark Brooks, with exhibits, dated June 8, 2010, including Opposer's Confidential Exhibit M.<sup>1</sup>

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<sup>1</sup> Exhibits M1 – M3 and the related portions of the Declaration of Mark Brooks are confidential. The unredacted versions are being submitted separately under seal.

- a. **Opposer's Confidential Exhibit M-1:** A Corporate Image Study prepared for Opposer in April 2003.
- b. **Opposer's Confidential Exhibit M-2:** A Corporate Image Study prepared for Opposer in May 2004.
- c. **Opposer's Confidential Exhibit M-3:** A Corporate Image Study prepared for Opposer in August 2007.

10. Testimony Declaration of Lisa J. Capparelli, with exhibits, dated June 9, 2010, including Opposer's Exhibit N.

- a. **Opposer's Exhibit N-1:** Representative sample of goods sold under the L'ORÉAL PARIS mark.
- b. **Opposer's Exhibit N-2:** A list of awards won by L'ORÉAL PARIS in the years 2005 through 2010.

**ORAL ARGUMENT REQUESTED**

Dated: June 9, 2010

Respectfully submitted,

PAUL, HASTINGS, JANOFSKY  
& WALKER LLP

By: 

Robert L. Sherman

Natalie G. Furman

75 E. 55th Street

New York, New York 10022

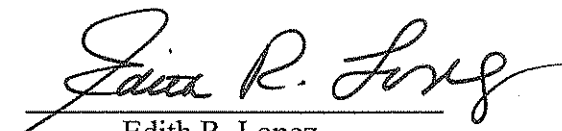
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Attorneys for Opposer

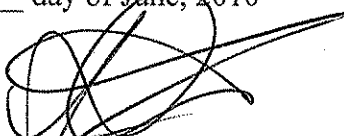
CERTIFICATE OF SERVICE

I hereby certify that the foregoing OPPOSER'S NOTICE OF RELIANCE was served this 9th day of June, 2010, by delivering a true and correct copy of same by first class mail to:

Robert V. Marcon  
3481 Sinnicks Avenue  
Niagara Falls, ON L2J 2G  
Canada

  
Edith R. Lopez

Sworn to before me this 9th  
9th day of June, 2010

  
\_\_\_\_\_  
Notary Public

**FRANK NUNZIO D'AGOSTINO**  
Notary Public, State of New York  
No. 01DA4996102  
Qualified in New York County  
Commission Expires May 11, 2014

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
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L'ORÉAL S.A. and L'ORÉAL USA, INC.,

Opposer,

v.

ROBERT VICTOR MARCON,

Applicant.

Opposition No. 91184456

**TESTIMONY DECLARATION OF SANJAY J. DEVI**

Sanjay J. Devi declares as follows:

1. I am Vice President, Finance, Consumer Products Division, for L'Oréal USA, Inc. ("L'Oréal USA"), 575 Fifth Avenue, New York, New York 10017, a wholly-owned subsidiary of L'Oréal S.A. and the exclusive United States licensee of the L'ORÉAL PARIS brand (L'Oréal USA and L'Oréal S.A. are collectively referred to as "L'Oréal" or "Opposer"). I work on the L'ORÉAL PARIS brand and submit the following based on my personal knowledge, my review of L'Oréal's records kept in the ordinary course of business, and, where indicated, on information and belief.

2. I have worked at L'Oréal for five (5) years and am familiar with and knowledgeable about many aspects of the L'ORÉAL PARIS brand, particularly its finances. I am specifically

familiar with and knowledgeable about sales, advertising and promotional expenditures, and other financial information regarding the L'ORÉAL and L'ORÉAL PARIS brands.

3. For decades, L'Oréal has been recognized as one of the leading cosmetics companies in the United States and the world, in terms of revenue and other metrics.

4. L'Oréal's name and products have generated hundreds of millions, if not billions, of dollars in annual revenue in the United States for decades. As early as 1980, L'Oréal USA (then known as Cosmair) generated U.S. sales in excess of two hundred million (\$200,000,000) dollars. By 1984, that figure had tripled to six hundred million (\$600,000,000) dollars.

5. Many of L'Oréal's leading consumer products are sold under the L'ORÉAL PARIS mark in the United States. The L'ORÉAL and L'ORÉAL PARIS marks, quite naturally, identify L'Oréal for the consuming public.

6. The United States is the single largest market for L'ORÉAL PARIS products.

7. Product lines sold under the L'ORÉAL PARIS brand generate substantial annual sales, and have done so for decades.

8. Over the past decade (2000 through 2009), revenue from products sold under the L'ORÉAL PARIS brand in the United States was approximately eleven billion (\$11,000,000,000) dollars, with revenue from 2000 through 2003 of approximately four billion (\$4,000,000,000) dollars and revenue from 2004 through 2009 of approximately seven billion (\$7,000,000,000) dollars.

9. Total annual sales for products sold under the L'ORÉAL PARIS brand are now approximately one billion two hundred million (\$1,200,000,000) dollars in the United States alone.

10. L'ORÉAL and L'ORÉAL PARIS product lines that are category leaders, taken together, generate hundreds of millions of dollars per year. In 2004, the year Applicant filed the Application at issue in this Opposition, the PREFERENCE, EXCELLENCE, FERIA, COULEUR EXPERTE, VIVE Shampoos and Conditioners, STUDIO LINE, ENDLESS, and COLOUR

RICHE product lines, all sold under the L'ORÉAL PARIS brand, were among the top ten by market share in their respective product categories and generated a combined total of more than six hundred million (\$600,000,000) dollars in sales associated with the L'ORÉAL PARIS brand that year.

11. L'Oréal supports the L'ORÉAL and L'ORÉAL PARIS brands with substantial advertising and promotion expenditures. Cumulative media spend for the United States from 2003 through 2009 was approximately two billion two hundred million (\$2,200,000,000) dollars.

12. L'Oréal is well known and its sales and marketing activities are extensively reported by the financial and general press, including frequent articles mentioning L'Oréal's size and /or dominance, in publications such as the New York Times business section, Business Week, Forbes Magazine, and Fortune Magazine, which provide information about L'Oréal's corporate activities to a broad audience. *See, e.g.*, Declaration of Natalie G. Furman, dated June 9, 2010 (the "Furman Decl."), Exhibit I.

13. Based on the extensive sales of products under the L'ORÉAL and L'ORÉAL PARIS marks and the extensive advertising and promotion of those marks, L'ORÉAL and L'ORÉAL PARIS are among the best known brands in the world and in the United States. *See, e.g.*, Furman Decl. Exhibit G.

14. L'Oréal's sales and marketing of its L'ORÉAL and L'ORÉAL PARIS products have been long-standing, substantial, consistent, and extremely broad in both geographic and demographic reach.

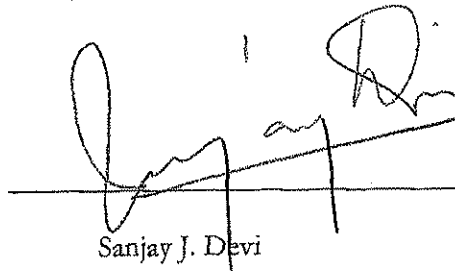
15. L'Oréal has made an enormous investment in its L'ORÉAL and L'ORÉAL PARIS marks and has generated substantial recognition and goodwill in those marks as a result.

16. Based on the above, I believe that if a third party, such as Applicant, were to register and use the L'ORÉAL PARIS mark, consumers likely would be deceived or confused into believing

that the goods sold under that mark emanate from the same source as the hundreds of products sold and marketed extensively, valued in the billions of dollars, under L'Oréal's L'ORÉAL PARIS mark. For those consumers who are not confused, the use of L'ORÉAL PARIS by the Applicant would dilute and diminish the extraordinary goodwill that L'Oréal has developed through its investment of billions of dollars and decades of effort.

17. I declare under penalty of perjury that the foregoing is true and correct.

Executed on 06/09, 2010.



Sanjay J. Devi



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of Application Serial No. 76/596,736  
Published in the Official Gazette on May 6, 2008  
Mark: L'ORÉAL PARIS

L'ORÉAL S.A. and L'ORÉAL USA, INC.,

Opposer,

v.

ROBERT VICTOR MARCON,

Applicant.

Opposition No. 91184456

**TESTIMONY DECLARATION OF MARK BROOKS**

Mark Brooks declares as follows:

1. I am the Vice President, Consumer Products Division, Consumer & Market Intelligence, for L'Oréal USA, Inc. ("L'Oréal USA"), 575 Fifth Avenue, New York, New York 10017, the exclusive United States licensee for L'Oréal S.A. (together with L'Oréal USA, "L'Oréal" or "Opposer"). I work on the L'ORÉAL PARIS brand, and submit the following based on my personal knowledge, my review of L'Oréal's records kept in the ordinary course of business, and, where indicated, on information and belief.

2. I have worked at L'Oréal USA for eight (8) years and am familiar with and knowledgeable about many aspects of the L'ORÉAL PARIS brand, particularly research and

information regarding the demographics of current and potential consumers of L'ORÉAL and L'ORÉAL PARIS products; consumer awareness and perception of the L'ORÉAL and L'ORÉAL PARIS marks; and general market considerations for the L'ORÉAL and L'ORÉAL PARIS brands, including the market presence and image of L'Oréal and its competitors.

3. L'Oréal is one of the leading cosmetics companies in the United States and in the world in terms of revenue, product volume, advertising and promotion, brand recognition, innovation, and reputation. The company and its brands, including most notably, L'ORÉAL and L'ORÉAL PARIS, are among the most famous in the world, and in the United States. The L'ORÉAL and L'ORÉAL PARIS marks, quite naturally, identify L'Oréal for the consuming public.

4. L'Oréal products, which include the full range of cosmetics, makeup, skin care, hair care and hair color, are available in all fifty states and throughout the world.

5. Many of L'Oréal's leading consumer products are sold under the L'ORÉAL PARIS brand in the United States. The L'ORÉAL PARIS mark appears prominently on the packaging for each of those products.

6. The L'ORÉAL PARIS brand invests substantial effort and resources in understanding and developing its brand image and awareness among consumers, and L'Oréal commissioned a Corporate Image Study each year from 2001 through 2007. L'Oréal commissioned an additional Corporate Image Study for 2010, but the results have not yet been received. The Corporate Image Studies for 2003 and 2004 involved face-to-face computer-assisted personal interviews over a three to four week period with a nationally representative sample of more than one thousand (1,000) women aged fifteen (15) or older. That methodology changed somewhat for the 2007 Corporate Image Study, for which data was collected using an online survey among a nationally representative sample of women between sixteen (16) and sixty-four (64) years of age, with more than two thousand (2,000) interviews collected and respondents randomly assigned to one of four

**REDACTED**

categories: hair color, hair care, cosmetics, and facial skin care. Each respondent evaluated certain mega brands and provided information about beauty care practices, hair characteristics and demographics. The interviews covered brand awareness and usage, brand linkage, brand imagery, as well as brand evaluations regarding awareness of and degree of familiarity with personal and beauty care product brands and manufacturers, association between the brands and the categories noted above, brand personality ratings, and respondent classification data.

7. Attached hereto as Confidential Exhibit M-1 is the Corporate Image Study prepared for the L'ORÉAL PARIS brand in April 2003. Among the key findings of that report are that consumers are very familiar with L'Oréal, with the L'ORÉAL brand for makeup known by more than two-thirds [REDACTED] of respondents, and with products sold under that brand used by [REDACTED] percent of them (id., at 15). In addition, a majority of respondents agree that L'ORÉAL "

[REDACTED]

[REDACTED]

(id., at 67)

8. Attached hereto as Confidential Exhibit M-2 is the Corporate Image Study prepared for the L'ORÉAL PARIS brand in May 2004. Among the key findings of that report are that respondents gave L'ORÉAL the third best score in brand evaluation (id., at 9, 12); that L'ORÉAL enjoys high levels of both unaided awareness ([REDACTED] of respondents) and aided awareness [REDACTED] of respondents) (id., at 12), that respondents strongly associate L'ORÉAL with shampoo [REDACTED] hair color [REDACTED], and makeup [REDACTED] (id.); that "L'ORÉAL is mainly perceived as [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] (id., at 13); that several product lines sold under the L'ORÉAL PARIS mark were "among the highest rated brands within the Hair Color market," with many of the L'ORÉAL

REDACTED

PARIS products having consumer awareness of greater than [REDACTED] (id., at 14);  
that approximately one-fourth of respondents "strongly agree" that L'ORÉAL [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

9. Attached hereto as Confidential Exhibit M-3 is the Corporate Image Study prepared  
for the L'ORÉAL PARIS brand in August 2007. Among the key findings of that report are [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED] (id., at 13). Consumers surveyed rated the L'ORÉAL  
PARIS brand as a [REDACTED] out of 10, with 0 being poor and 10 being excellent. The rating was even  
higher for hair color and cosmetics, for which consumers rated L'Oréal a [REDACTED] and [REDACTED], respectively.  
Total awareness of the L'ORÉAL brand is [REDACTED] among women between  
sixteen (16) and sixty-four (64) years of age (id., at 32), and familiarity with the brand is in line with  
key competitors (id., at 35). More than half of women [REDACTED] surveyed stated that L'ORÉAL is their  
preferred brand (id. at 38).

10. Based on the extensive sales of products under the L'ORÉAL and L'ORÉAL PARIS marks, and the extensive advertising and promotion of those marks, L'ORÉAL and L'ORÉAL PARIS are among the best known brands in the world and in the United States.

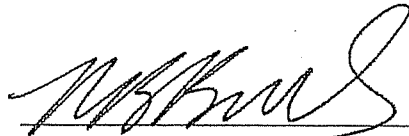
11. L'Oréal's sales and marketing of its L'ORÉAL and L'ORÉAL PARIS products have been long-standing, substantial, consistent, and extremely broad in both geographic and demographic reach.

12. L'Oréal has made an enormous investment in its L'ORÉAL and L'ORÉAL PARIS brands and has generated substantial recognition and goodwill in those marks as a result.

13. Based on the above, I believe that if a third party, such as Applicant, were to register and use the L'ORÉAL PARIS mark, consumers likely would be deceived or confused into believing that the goods sold under that mark emanate from the same source as the hundreds of products sold and marketed extensively, valued in the billions of dollars, under L'Oréal's L'ORÉAL PARIS mark. For those consumers who are not confused, the use of L'ORÉAL PARIS by the Applicant would dilute and diminish the extraordinary goodwill that L'Oréal has developed through its investment of billions of dollars and decades of effort.

14. I declare under penalty of perjury that the foregoing is true and correct.

Executed on June 8, 2010.

  
Mark Brooks

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
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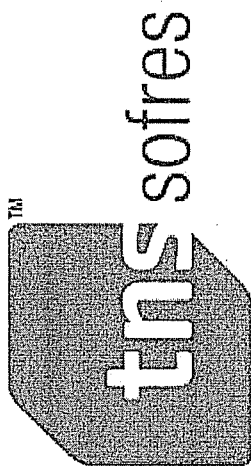
Applicant.

Opposition No. 91184456

**ORAL ARGUMENT REQUESTED**

**EXHIBIT M-1 TO OPPOSER'S NOTICE OF RELIANCE**

**REDACTED**  
**CONFIDENTIAL PORTIONS FILED UNDER SEAL**



# L'OREAL Image Survey USA

Wave 3

*April 2003*

L'ORÉAL

**CLIENT**  
Rich Singer

---

Contact TNS Sofres:  
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**REMAINDER OF DOCUMENT REDACTED**



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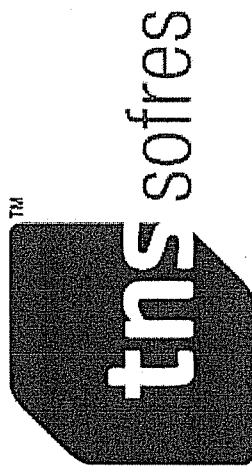
Applicant.

Opposition No. 91184456

**ORAL ARGUMENT REQUESTED**

**EXHIBIT M-2 TO OPPOSER'S NOTICE OF RELIANCE**

**REDACTED**  
**CONFIDENTIAL PORTIONS FILED UNDER SEAL**



L'OREAL Image  
Survey USA

Wave 4

May 2004

L'ORÉAL

CLIENT  
Elana Carnes

---

Contact TNS Sofres :  
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Caroline.toti@tns-sofres.com  
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**REDACTED**  
**CONFIDENTIAL PORTIONS FILED UNDER SEAL**

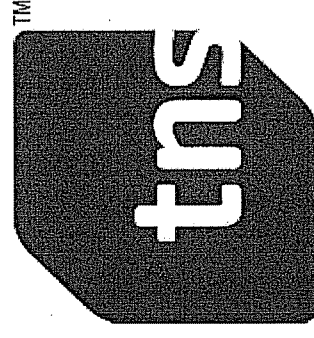
# L'Oréal Corporate Image Study

## - *Final Report* -

Prepared for: L'Oréal Paris

August, 2007

Project #: L07-71/G07-29/M07-21



**REMAINDER OF DOCUMENT REDACTED**

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ROBERT VICTOR MARCON,

Applicant.

Opposition No. 91184456

**TESTIMONY DECLARATION OF LISA J. CAPPARELLI**

Lisa J. Capparelli declares as follows:

1. I am Vice President, Consumer Products Division, Integrated Marketing Communications for L'Oréal USA, Inc. ("L'Oréal USA"), 575 Fifth Avenue, New York, New York 10017, a wholly-owned subsidiary of L'Oréal S.A. and the exclusive United States licensee of the L'ORÉAL PARIS brand (L'Oréal USA and L'Oréal S.A. are collectively referred to as "L'Oréal" or "Opposer"). I work on the L'ORÉAL PARIS brand and submit the following based on my personal knowledge, my review of L'Oréal's records kept in the ordinary course of business, and, where indicated, on information and belief.

2. I have worked at L'Oréal USA for six (6) years and have worked on the L'ORÉAL PARIS brand for six (6) years and am familiar with and knowledgeable about many aspects of the

L'ORÉAL PARIS brand, particularly sales; marketing, advertising, and promotional activities; marketplace presence; and the level of consumer awareness of the L'ORÉAL and L'ORÉAL PARIS brands in the United States, as well as with unsolicited media coverage, publicity and articles written about products sold under the L'ORÉAL and L'ORÉAL PARIS brands.

3. L'Oréal S.A. has offered products under the L'ORÉAL and L'ORÉAL PARIS brands in the United States for more than fifty years. L'Oréal S.A.'s exclusive licensee in the States is its wholly-owned subsidiary, L'Oréal USA, Inc.

4. L'Oréal is one of the leading cosmetics companies in the United States and in the world in terms of revenue, product volume, advertising and promotion, consumer awareness, innovation, and reputation. The company and its brands, including most notably, L'ORÉAL and L'ORÉAL PARIS, are among the most famous in the world, and in the United States. The L'ORÉAL and L'ORÉAL PARIS marks, quite naturally, identify L'Oréal for the consuming public.

5. L'Oréal products, which include the full range of cosmetics, skin care, hair care, and hair color, are available in all fifty states and throughout the world.

6. Many of L'Oréal's leading consumer products are sold under the L'ORÉAL PARIS mark in the United States. The L'ORÉAL PARIS mark appears prominently on the packaging for each of those products. Exhibit N-1, attached hereto, contains a representative sample of products bearing the L'ORÉAL PARIS mark.

7. Products sold under the L'ORÉAL PARIS mark are available, and have been from a time long prior to Applicant's filing date, at drug stores, supermarkets, and mass merchandisers throughout the United States, including leading national retailers such as Wal-Mart, Target, Rite-Aid, Duane Reade, Walgreens', CVS, Kmart, and Kroger, as well as online at Internet sites such as [www.drugstore.com](http://www.drugstore.com).



8. L'Oréal supports the individual product lines sold under the L'ORÉAL PARIS brand with substantial advertising and promotion expenditures.

9. L'Oréal USA's promotional spending consistently ranks among the highest in the United States. For the past decade, L'Oréal USA has been ranked in the top thirty of the one hundred leading national advertisers, as ranked by Advertising Age magazine, one of the advertising and marketing industry's leading and most respected publications. See, for example, the Declaration of Natalie G. Furman, dated June 9, 2010 (the "Furman Decl."), Exhibit H, for rankings and methodology. Based on my review of L'Oréal USA's records kept in the ordinary course of its business, Advertising Age's published figures for L'Oréal USA's advertising spending are accurate within a reasonable margin of error.

10. For the years 2000 through 2004, L'Oréal spent more than two hundred million (\$200,000,000) dollars each year in reported media spending to advertise products under the L'ORÉAL PARIS mark in the United States. Specifically, in 2003, the year prior to Applicant's filing of his application, L'Oréal's reported media spend for L'ORÉAL PARIS in the United States exceeded two hundred eighty-nine million (\$289,000,000) dollars; in 2004, that figure exceeded three hundred million (\$300,000,000) dollars.

11. Additionally, for each of the past five years (2005-2009), L'Oréal has spent more than three hundred million (\$300,000,000) dollars annually in reported media spending to advertise products under the L'ORÉAL PARIS mark in the United States.

12. Last year – 2009 -- L'Oréal invested more than three hundred fifty million (\$350,000,000) dollars in reported media spending on major product lines under the L'ORÉAL PARIS mark.

13. In 2010, L'ORÉAL aired a commercial for GO 360 CLEAN, sold under the L'ORÉAL PARIS brand, during the Superbowl Pre-Show, with a viewership of almost sixty million

(60,000,000) people, as estimated by Nielsen Media Research according to L'Oréal USA's media agency Universal McCann Worldwide. L'ORÉAL PARIS also created "Healthy Skin TV" on the WebMD Web site in 2009. As of the date of this declaration, L'ORÉAL PARIS has a Facebook page with approximately two hundred eighty-nine thousand (289,000) fans.

14. In addition to promoting individual products sold in connection with the L'ORÉAL PARIS brand, L'Oréal promotes the L'ORÉAL PARIS brand itself. For example, the L'ORÉAL PARIS brand has been a sponsor of Project Runway from the television show's inception in 2004 through the present. The historical average viewership of that program is almost forty million (40,000,000) people, as estimated by Nielsen Media Research according to L'Oréal USA's media agency Universal McCann Worldwide.

15. The L'ORÉAL PARIS brand was a sponsor of the Academy Awards each year from 2004 through 2008, spending a cumulative total of more than eight and one-half million (\$8,500,000) dollars on Academy Award advertising in that five-year period. The historical average viewership of the Academy Awards is over sixty-five and one-half million (65,500,000) people, as estimated by Nielsen Media Research according to L'Oréal USA's media agency Universal McCann Worldwide.

16. The L'ORÉAL PARIS brand has also sponsored the Golden Globes and the Grammy's, each with a viewership of more than fifteen million (15,000,000) people. In addition, the L'ORÉAL PARIS brand sponsors the Screen Actors Guild Awards show, for which the most recent viewership exceeded three million (3,000,000) people.

17. L'Oréal's advertising and promotion is aided by spokespersons for the L'ORÉAL and L'ORÉAL PARIS brands. Those spokespersons are famous actresses, musicians, models, and other celebrities, including Andie MacDowell, Diane Keaton, Beyonce Knowles, Dayle Haddon,

Doutszen Kroues, Kerry Washington, Milla Jovovich, Penelope Cruz, Eva Longoria, Linda Evangelista, Elizabeth Banks, Freida Pinto, Evangeline Lily, and Kate Del Castillo.

18. L'Oréal has engaged in an active press strategy to ensure that new products are communicated to the trade and consumer press. Specifically, L'Oréal issued approximately one hundred eighty-five (185) press releases regarding L'ORÉAL PARIS products in the years 2000-2008.

19. In addition, L'Oréal receives a significant amount of unsolicited press coverage, both regarding L'Oréal as a company and regarding individual products sold under the L'ORÉAL and L'ORÉAL PARIS brands. For example, after L'Oréal introduced mousse to the United States market with its FREE HOLD STYLING MOUSSE product in 1983, Fortune Magazine named it a "product of the year." In addition, numerous L'ORÉAL PARIS products have won awards or commendations from magazines including Allure, Cosmopolitan, Elle, Essence, Family Circle, Fitness, Glamour, Good Housekeeping, Health, InStyle, Ladies Home Journal, Latina, Life & Style, Marie Claire, Real Simple, Redbook, Self, Seventeen, Shape, Teen Vogue, and Women's Health. Exhibit N-2, attached hereto, summarizes awards won by L'ORÉAL PARIS products since 2005.

20. In addition to using and promoting the L'ORÉAL and L'ORÉAL PARIS marks in connection with cosmetics, L'Oréal has contributed substantial amounts to charitable and other endeavors under those marks. For example, since 1997, the L'ORÉAL PARIS brand has worked with the Ovarian Cancer Research Fund to raise money and awareness to fight ovarian cancer. During that time, the L'ORÉAL PARIS brand has raised more than eighteen million (\$18,000,000) dollars for that cause through efforts such as the L'Oréal Legends Gala and the L'Oréal "Color of Hope" cosmetics collection.

21. L'Oréal is committed to helping women achieve their goals, and is a longtime sponsor of Glamour magazine's "Women of the Year" awards. In 2004, L'Oréal also sponsored a national television broadcast of the awards, with entertainment provided by Grammy-winner Alicia Keys. The last airing of that awards show was at the end of 2006, and achieved eighty-eight (88%) percent of total U.S. coverage.

22. L'Oréal partnered with UNESCO in 1998 to create the "For Women in Science Program," which provides awards and recognition to promote women in science.

23. According to Interbrand, L'ORÉAL was the fifty-fourth most valuable global brand in 2002 and the forty-seventh most valuable global brand in 2003, across all business sectors. Its global brand value was estimated at five billion six hundred million (\$5,600,000,000) dollars in 2003. In the most recent year, 2009, L'ORÉAL was ranked the forty-fourth most valuable brand, with an estimated global brand value in excess of seven and one-half billion dollars (\$7,748,000,000). See Furman Decl., Exhibit G for rankings and methodology.

24. L'Oréal's success in developing customer awareness by using L'ORÉAL and L'ORÉAL PARIS as trademarks on all of the product lines sold under those brands has been noted in the advertising press and imitated by major competitors. For example, an Advertising Age article in 2004 quoted a Vice President of marketing and sales at Andrew Jergens, Co., who referred to the display of corporate brands on product packaging for sub-brands as "the L'Oréal effect," noted L'Oréal's success, and credited it with influencing the global marketing trend. That article, "Unilever Stamps Corporate Name on All Packages; Kao, P&G Adopt Similar Strategy," Advertising Age, March 1, 2004, is attached to the Furman Decl. as part of Exhibit I.

25. For more than twenty years, L'Oréal has been recognized as both a product leader and a leader in developing a strong image among consumers. See, e.g., "Sharp Print, Sharp Colors

Score for L'Oréal, Advertising Age, October 11, 1999, attached to the Furman Decl. as part of Exhibit I.

26. In 2003, Global Cosmetics Industry magazine featured L'ORÉAL as one of the top ten mass market brands. The article states that GCI identified brands that “know how to differentiate their cosmetic lines in the world marketplace” and to develop brand loyalty. It describes L'OREAL PARIS as “the world’s number one cosmetics brand” and noted that “L'Oréal Paris is constantly pushing quality to higher levels with improved formulas, products that deliver specific benefits, luxurious packaging, more original innovations and a better visual expression of the brand at the point of sale.” See “Top 10 Mass Cosmetics Brands,” Global Cosmetics Industry, August 1, 2003, attached to the Furman Decl. as part of Exhibit I

27. L'Oréal is so well recognized as an important cosmetics company that the Chain Drug Review ran a special series of articles about L'Oréal in honor of its 100-year anniversary. Articles in that issue refer to L'Oréal as the world’s largest stand-alone beauty supplier and state that L'Oréal captures more than fifteen percent (15%) of the global cosmetics market. See “L'Oreal 100: A Century of Inspiration and Creation,” Chain Drug Review, June 29, 2009, attached to the Furman Decl. as part of Exhibit I.

28. Products sold under the L'ORÉAL and L'ORÉAL PARIS marks are routinely the market leader, or among the top three products in a category.

29. L'OREAL PARIS skin care currently is the third best-selling mass skin care brand in the United States.

30. L'Oréal is an innovator in the personal care market, and consumers have come to expect new and different types of products under the L'ORÉAL and L'ORÉAL PARIS marks.

31. In addition to creating the market for hair mousse, L'Oréal innovated in the hair color market for men. In 1999, L'Oréal launched “Dyes for Guys,” a brand extension of the

FERIA line of products under the L'ORÉAL PARIS mark, and in 2000, L'Oréal launched CASTING COLORSPA FOR MEN under the L'ORÉAL PARIS mark.

32. L'Oréal markets some goods with names and/or packaging that could appear similar to beverage names and/or packaging. For example, L'ORÉAL KIDS STRAWBERRY SMOOTHIE SHAMPOO clearly plays on the concept of a "strawberry smoothie" drink, and L'ORÉAL PARIS previously offered COLOUR JUICE lipglosses, evoking the idea of a beverage.

33. In addition, L'Oréal uses aloe vera and other botanicals in a number of its products.

34. Aloe vera is a common ingredient in cosmetics products, and consumers are aware that "aloe" or "aloe vera" is often prominently listed as a beneficial ingredient in moisturizers and other skin care products.

35. Based on the extensive sales of products under the L'ORÉAL and L'ORÉAL PARIS marks and the extensive advertising and promotion of those marks, L'ORÉAL and L'ORÉAL PARIS are among the best known brands in the world and in the United States.

36. L'Oréal's sales and marketing of its L'ORÉAL and L'ORÉAL PARIS products have been long-standing, substantial, consistent, and extremely broad in both geographic and demographic reach.

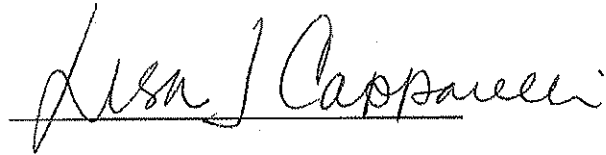
37. L'Oréal has made a huge investment in its L'ORÉAL and L'ORÉAL PARIS brands and has generated substantial recognition and goodwill in those marks as a result.

38. Based on the above, I believe that if a third party, such as Applicant, were to register and use the L'ORÉAL PARIS mark, consumers likely would be deceived or confused into believing that the goods sold under that mark emanate from the same source as the hundreds of products sold and marketed extensively, valued in the billions of dollars, under L'Oréal's L'ORÉAL PARIS mark.

For those consumers who are not confused, the use of L'ORÉAL PARIS by the Applicant would dilute and diminish the extraordinary goodwill that L'Oréal has developed through its investment of billions of dollars and decades of effort.

39. I declare under penalty of perjury that the foregoing is true and correct.

Executed on 6/9, 2010.

A handwritten signature in cursive script, reading "Lisa J. Capparelli", written over a horizontal line.

Lisa J. Capparelli

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of Application Serial No. 76/596,736

Published in the Official Gazette on May 6, 2008

Mark: L'OREAL PARIS

L'ORÉAL S.A. and L'ORÉAL USA, INC.,

Opposer,

v.

ROBERT VICTOR MARCON,

Applicant.

Opposition No. 91184456

**ORAL ARGUMENT REQUESTED**

**EXHIBIT N-1 TO OPPOSER'S NOTICE OF RELIANCE**



IMPORTANT: FOLLOW THE USAGE ADVISORY

L'OREAL  
PARIS

8G GOLDEN  
BLONDE

WARMER

OPTIMIZED  
FADE-DEFYING SYSTEM

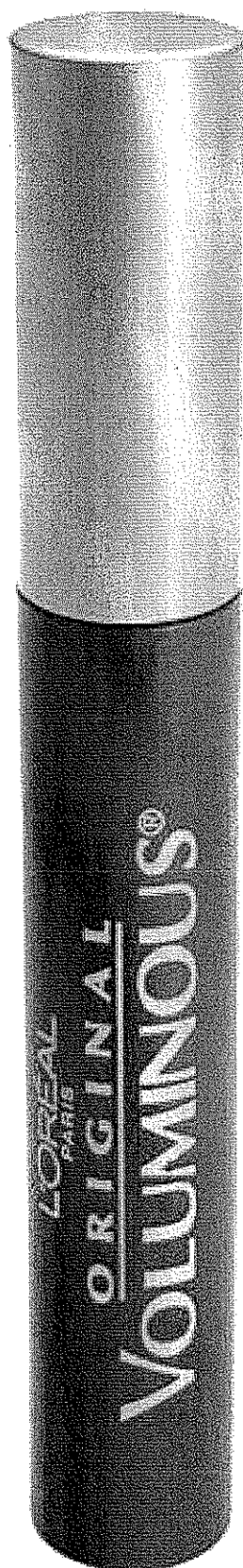
SUPERIOR  
Preference<sup>®</sup>  
FADE-DEFYING  
COLOR & SHINE SYSTEM

RICH LUMINOUS CONDITIONING COLORANT

LEVEL 3 • PERMANENT

1 APPLICATION





L'ORÉAL  
PARIS

305  
BLACK  
NOIR

# VOLUMINOUS® ORIGINAL

Bold  
Volume  
Building  
Mascara

Dramatic  
Volume Effect  
Separates &  
Builds Every  
Lash

Mascara  
Ultra-  
Volumisant

Effet Volume  
Extrême  
Caine & Sépare  
Chaque Cil



**5x**  
FULLER  
LASHES

PLUS DE  
VOLUME

Patented  
Volume  
Maximizing  
Brush

Brosse  
Volumisante  
Brevetée

Bold  
Looking  
Volume



Effet  
Ultra-  
Volumisant

0.28 FL. OZ. 8 ml

**VOLUME**

L'ORÉAL®  
PARIS

Studio Line

**Volumizing Gel**

Maximum Body & Hold  
Without Build Up

Extreme Hold

6.8 FL. OZ. / 200 ml

L'ORÉAL®  
PARIS

new

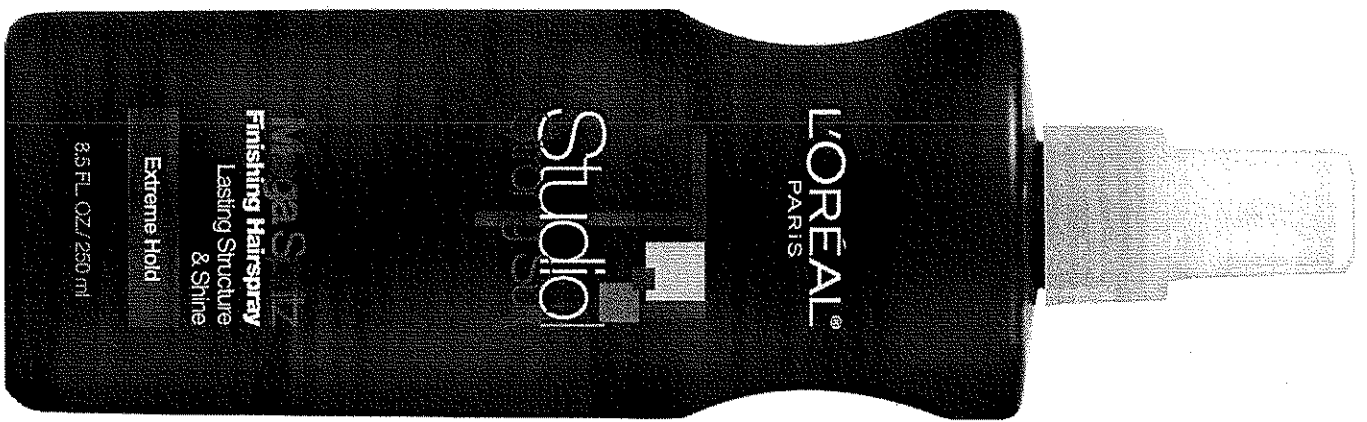
StudioLine  
Overworked

Hair Putty  
Styling Paste

Clean Texture  
With Reworkable Hold

Texture + Control

NET. WT. 1.7 OZ./50 g





EXCLUSIVELY FOR  
COLOR TREATED HAIR  
EXCLUSIVEMENT POUR  
CHEVEUX COLORES

L'ORÉAL®  
PARIS

HAIR EXPERTISE™

EVERPURE

SULFATE-FREE  
COLOR CARE SYSTEM™

ROSEMARY  
MINT



ROMARIN  
MENTHE

MOISTURE CONDITIONER  
REVITALISANT HYDRATANT

ANTI-FADE SYSTEM  
UV FILTERS  
NATURAL BOTANICALS

SYSTÈME ANTI-AFFADISSEMENT  
FILTRES UV  
EXTRAITS NATURELS DE PLANTES

8.5 FL.OZ (250 ml)



L'ORÉAL®  
PARIS  
HAIR EXPERTISE™

EVERPURE™

SULFATE-FREE  
COLOR CARE SYSTEM

ROSEMARY  MINT

MOISTURE  
DEEP RESTORATIVE MASQUE

ANTI-FADE SYSTEM  
INTENSE DEEP MOISTURE  
NOURISHING RICH CREAM







220  
TERRA COTTA

infallible™  
NEVER FAIL LIPCOLOUR  
ROUGE À LÈVRES  
RÉSISTANCE ABSOLUE

L'ORÉAL  
PARIS

EXCLUSIVE MIRRORED COMPACT  
BOÎTIER-MIROIR EXCLUSIF



L'ORÉAL  
PARIS

infallible

6HR

NEVER FAIL  
LIPGLOSS  
GLOSS  
RÉSISTANCE ABSOLUE

NEVER FAIL  
LIPGLOSS  
GLOSS  
RÉSISTANCE ABSOLUE

6HR



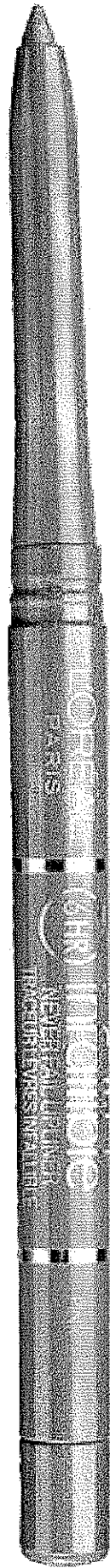


LOREAL  
PARIS

Infallible  
(PLUMPING)

6HR

PLUMPING  
LIPGLOSS  
GLOSS  
REPULPANT





IMPORTANT: FOLLOW THE USAGE ADVISORY

# L'ORÉAL®

## PARIS

### 5G

MEDIUM  
GOLDEN  
BROWN

WARMER

**NEW**

SUPERIOR  
GRAY  
COVERAGE

# Excellence® *Creme*

**PRO-KERATINE™**

**Triple Protection Color Creme**

100% Long-Lasting Gray Coverage  
Rich, Radiant, Revitalized Hair



**NON-DRIP  
CREME**

LEVEL 3 • PERMANENT • 1 APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of Application Serial No. 76/596,736  
Published in the Official Gazette on May 6, 2008  
Mark: L'OREAL PARIS

L'ORÉAL S.A. and L'ORÉAL USA, INC.,

Opposer,

v.

ROBERT VICTOR MARCON,

Applicant.

Opposition No. 91184456

**ORAL ARGUMENT REQUESTED**

**EXHIBIT N-2 TO OPPOSER'S NOTICE OF RELIANCE**

L'Oréal Paris: Awards 2005-2010				
Magazine	Name of Award	Product	Month	Year
Allure	Readers Choice	L'Oréal Paris Infallible Never Fail Lipgloss in Sangria	February	2009
		L'Oréal Paris HIP High Intensity Pigments Metallic Shadow Duo in Platinum	February	2009
		L'Oréal Paris True Match Super Blendable Make Up	February	2009
		L'Oréal Paris Féria Multi-Faceted Shimmering Hair Colour	February	2009
		L'Oréal Paris Colour Riche Nuturing & Protective Lipcolour in Mica	February	2008
		L'Oréal Paris True Match Super -Blendable Makeup SPF 17	February	2008
		L'Oréal Paris Féria Multi-Faceted Shimmering Haircolor	February	2008
		L'Oréal Paris Vive Pro Nutri Gloss Line	February	2008
		L'Oréal Paris Colour Riche Lipcolour in Sugar Plum	February	2007
		L'Oréal Paris Colour Juice Sheer Juicy Lip Gloss in Watermelon Crush	February	2007
		L'Oréal Paris True Match Super-Blendable Make Up	February	2007
		L'Oréal Paris Superior Preference Fade-Defying Color & Shine System in Lightest Golden Brown	February	2007
		L'Oréal Paris Colour Riche Lipcolour in Pink Lady	October	2006
		L'Oréal Paris Féria Multi-Faceted Shimmering Colour in Espresso	February	2006
		L'Oréal Paris True Match Super-Blendable Makeup SPF 17	February	2006
		L'Oréal Paris Preference in Lightest Golden Brown	February	2005

Magazine	Name of Award	Product	Month	Year
Allure	Editors Choice	L'Oréal Paris Ture Match Super Blendable Powder	October	2009
		L'Oréal Paris HIP High Intensity Pigments Color Truth Cream Eyeliner	October	2009
		L'Oréal Paris Lineur Intense Brush Tip Liquid Eyeliner	October	2009
		L'Oréal Paris Féria Multi-Faceted Shimmering Highlights	October	2009
		L'Oréal Paris Colour Riche Lipcolour in Pink Lady	October	2009
		L'Oréal Paris Ture Match Super-Blendable Powder	October	2008
		L'Oréal Paris HIP High Intensity Pigments Cream Shadow Paint in Nervy	October	2008
		L'Oréal Paris Lineur Intense Defining Brush Tip Liquid Eyeliner	October	2008
		L'Oréal Paris Vive Pro Glossy Volume Shampoo	October	2008
		L'Oréal Paris Vive Pro Color Vive Conditioner	October	2008
		L'Oréal Paris Féria Multi-Faceted Shimmering Colour	October	2008
		L'Oréal Paris Féria Multi-Faceted Highlights	October	2008
		L'Oréal Paris Elnett Satin Hairspray	October	2008
		L'Oréal Paris Infallible Never Fail Lipgloss	October	2007
		L'Oréal Paris True Match Super-Blendable Powder	October	2007
		L'Oréal Paris Colour Riche Nurturing & Protective Lipcolour in Pink Lady	October	2007

Magazine	Name of Award	Product	Month	Year
		L'Oréal Paris HIP High Intensity Pigments Bright Shadow Duo in Showy	October	2007
		L'Oréal Paris Lineur Intense Brush Tip Liquid Eyeliner	October	2007
		L'Oréal Paris VIVE Pro Nutri Gloss Shampoo and Conditioner	October	2007
		L'Oréal Paris Couleur Experte Expert Multi-Tonal Color System	October	2007
		L'Oréal Paris Couleur Experte	October	2006
		L'Oréal Paris Translucide Loose Powder in Translucent	October	2006
		L'Oréal Paris Pro Smooth Intense Conditioner	October	2006
		L'Oréal Paris High Intensity Pigments Illuminating Highlighter in Shimmer	October	2006
		L'Oréal Paris High Intensity Pigments Flawless Liquid Makeup	October	2006
		L'Oréal Paris Vive-Pro Color Vive Conditioner	October	2006
		L'Oréal Paris Vive-Pro Color Vive Shampoo	October	2006
		L'Oréal Paris Pro Smooth Intense Shampoo	October	2006
		L'Oréal Paris Couleur Experte	October	2005
		L'Oréal Paris Double Extend Lash Extender and Magnifier Mascara	October	2005
		L'Oréal Paris ReFinish Micro-Dermabrasion Kit	October	2005
		L'Oréal Paris True Match Super-Blendable Powder	October	2005

Magazine	Name of Award	Product	Month	Year
Allure	Breakthrough	L'Oréal Paris Infallible Never Fail Lipcolour	October	2008
		L'Oréal Paris Skin Genesis products	October	2007
Brides	Brides Beauty Awards - Best Shampoo and Conditioner	L'Oréal Paris Ever Pure Moisture Shampoo and Conditioner	June	2010
	Brides Beauty Awards / Readers' Choice	L'Oréal Paris Couleur Experte Express	June	2010
	Brides Beauty Awards / Readers' Choice	L'Oréal Paris Ideal Skin Genesis Daily Moisturizer SPF 15 Lotion	June	2010
	Brides Beauty Awards - Best Day Cream	L'Oréal Paris Skin Genesis Daily Moisturizer SPF 15	May/June	2009
	Brides Beauty Awards - Best Hairspray	L'Oréal Paris Elnett Satin Hairspray	May/June	2009
	Brides Beauty Awards - Best Conditioner	L'Oréal Paris EverPure Moisture Conditioner	May/June	2009
	Brides Beauty Awards / Readers' Choice	L'Oréal Paris Féria Multi-Faceted Shimmering Haircolour	May/June	2009
	Brides Beauty Awards - Best Mascara	L'Oréal Paris Voluminous Volume Building Mascara	May/June	2009
	Brides Beauty Awards / Reader's Choice	L'Oréal Paris Féria Multi - Faceted Shimmering Color	May/June	2008
	Brides Beauty Awards - Hair	L'Oréal Paris Vive Pro Smooth Intense Shampoo	May/June	2007
	Brides Beauty Awards - Makeup	L'Oréal Paris Colour Riche Lip Liner	May/June	2006
	Brides Beauty Awards - Hair Care	L'Oréal Paris Studio Line Hot Spring	May/June	2006

Magazine	Name of Award	Product	Month	Year
<b>CosmoGirl!</b>	Kiss of Approval Readers' Kiss - Best Lip Conditioner	L'Oréal Paris Bare Naturale Gentle Lip Conditioner	September	2008
	Kiss of Approval Readers' Kiss - Best At-Home Hair Color	L'Oréal Paris Féria Multi-Facted Shimmering Colour in Espresso	September	2008
	Kiss of Approval Readers' Kiss - Best Gradual Self Tanner	L'Oréal Paris Sublime Glow Daily Moisturizer	September	2008
	Kiss of Approval Readers' Kiss - Best At-Home Hair Color	L'Oréal Paris Féria Multi-Facted Shimmering Colour in Espresso	September	2007
<b>Cosmopolitan</b>	Editors Choice-Face Flatterers: Fresh Powder	L'Oréal Paris Bare Naturale Soft-Focus Mineral Finish	October	2007
	Editors Choice-First Rate Face Finds: Ace Acne Kit	L'Oréal Paris AcneResponse Intensive Adult Acne Peel	October	2006
	Editors Choice-Colored Hair Cure-Ails: Number One Natural Dye	L'Oréal Paris Natural Match	October	2006
	Editors Choice-Top Nail and Lid Picks: Spectacular Eye Shadow	L'Oréal Paris Illumination Loose Eye Colour	October	2005
<b>Elle</b>	IT LIST	L'Oréal Paris HIP Shocking Shadow Pigments in Rebel, Valiant and Fiery	February	2010
	Best In Show	L'Oréal Paris Double Extend Lash Boosting Mascara	March	2010
	Best In Show	L'Oréal Paris Elnett Satin Hair Spray	March	2010
	Genius Awards	L'Oréal Paris Elnett Hairspray	April	2010
	IT LIST	L'Oréal Paris HIP High Intensity Pigments Color Presso Lip Gloss in Swanky	February	2009
	IT LIST	L'Oréal Paris Infallible Lipgloss in Rebel Red	November	2009

Magazine	Name of Award	Product	Month	Year
	Best In Show	L'Oréal Paris Bare Naturale Gentle Mineral	March	2009
	Best In Show	L'Oréal Paris Extra-Intense Liquid Pencil Eyeliner	September	2009
	Best In Show	L'Oréal Paris Elnett Hairspray	September	2009
	Genius Awards	L'Oréal Paris Lash Out Waterproof mascara	April	2006
Essence	The Hot List Readers' Choice Award Best Mascara	L'Oréal Paris Voluminous Full Definition Mascara	August	2008
	Readers' Choice Beauty Awards - Eye Shadow	L'Oréal Paris HIP Shocking Shadow Pigments	April	2007
	Readers' Choice Beauty Awards - The Best Skincare - Exfoliator	L'Oréal Paris Pure Zone Unclogging Scrub Cleanser	April	2007
Family Circle	Circle of Excellence	L'Oréal Paris Elnett Satin Hairspray	April	2010
Fitness	Beauty Awards	L'Oréal Paris Elnett Satin Hairspray	October	2009
	Beauty Awards	L'Oréal Paris Infallible Never Fail Makeup	October	2007
Glamour	Glammies- Best Foundation	L'Oréal Paris True Match Super-Blendable Makeup	September	2007
	Glammies- Best Foundation	L'Oréal Paris True Match Super-Blendable Makeup	September	2006
	Glammies- Best Foundation	L'Oréal Paris True Match Super-Blendable Makeup	September	2005
Good Housekeeping	Seal Of Approval	L'Oréal Paris Excellence Crème	N/A	2010



Magazine	Name of Award	Product	Month	Year
Health	Americas Best Beauty Buys Best Eye Product	L'Oréal Paris Skin Genesis Daily Treatement Eye Serum	June	2008
InStyle	Best Inexpensive Foundation	L'Oréal Paris True Match Foundation	May	2010
	Best Inexpensive Concealer	L'Oréal Paris True Match concealer	May	2010
	Best Inexpensive Lipstick	L'Oréal Paris Colour Riche Lipstick	May	2010
	Best Inexpensive Eye Shadow	L'Oréal Paris HIP Bright Shadow Duo	May	2010
	Best Inexpensive Mascara	L'Oréal Paris Voluminous Original Mascara	May	2010
	Best Inexpensive Powder Blush	L'Oréal Paris True Match Super-Blendable Blush	May	2010
	Best Shampoo/Conditioner for Color-Treated Hair	L'Oréal Paris Vive Pro Color Vive Hi-Gloss	May	2010
	Best Inexpensive Long-Wearing Lip Color	L'Oréal Paris Infallible Never Fail Compact	May	2010
	Best Highlighting Kit	L'Oréal Paris Touch-On Highlights	May	2010
	Best Single Process Color	L'Oréal Paris Féria Multi-Facted Shimmering Colour	May	2010
	Best Hairspray	L'Oréal Paris Elnett Satin Hairspray	May	2010
	Best Inexpensive Foundation	L'Oréal Paris True Match Foundation	April	2009
	Best Inexpensive Eye Shadow	L'Oréal Paris HIP Bright Shadow Duo	April	2009
	Best Inexpensive Mascara	L'Oréal Paris Voluminous Original Mascara	April	2009

Magazine	Name of Award	Product	Month	Year
	Best Hairspray	L'Oréal Paris Elnett Satin Hairspray	April	2009
	Best Inexpensive Powder Blush	L'Oréal Paris Bare Naturale Gentle Mineral Blush	April	2009
	Best Inexpensive Lipstick with Best Color Range	L'Oréal Paris Colour Riche	April	2009
	Best At-Home Color Kit for Red, Blond or Black hair	L'Oréal Paris Féria Multi-Faceted Shimmering Haircolor	April	2009
	Best Inexpensive Foundation	L'Oréal Paris True Match Foundation	April	2008
	Best Inexpensive Eye Shadow	L'Oréal Paris HIP Bright Shadow Duo	April	2008
	Best Inexpensive Powder Blush	L'Oréal Paris True Match Super-Blendable Blush	April	2008
	Best Inexpensive Lip Gloss	L'Oréal Paris Colour Juice Sheer Lip Gloss	April	2008
	Best Eye Cream for Wrinkles	L'Oréal Paris Advanced Revitalift Double Eye Life	April	2008
	Best Inexpensive Foundation	L'Oréal Paris True Match Foundation	April	2007
	Best Inexpensive Eye Shadow	L'Oréal Paris Studio Secrets Professional Crystal Shadow Duo	April	2007
	Best Thickening Mascara	L'Oréal Paris Voluminous Volume Building Mascara	April	2007
	Best Highlighting Kit	L'Oréal Paris Excellence Crème lights	April	2007
	Best Permanent Color	L'Oréal Paris Superior Preference	April	2007
	Best Wrinkle Treatment for Dry Skin	L'Oréal Paris Advanced Revitalift face & neck	April	2007
	Best Inexpensive Foundation	L'Oréal Paris True Match Foundation	April	2006

Magazine	Name of Award	Product	Month	Year
	Best Inexpensive Concealer	L'Oréal Paris True Match concealer	April	2006
	Best Inexpensive Eye Shadow	L'Oréal Paris Studio Secrets Professional Crystal Shadow Duo	April	2006
	Best At-Home Hair Highlighting Kit	L'Oréal ParisFéria Colour Strands Quick Shimmer Highlights	April	2006
	Best At-Home Permanent Hair Color	L'Oréal Paris Superior Preference	April	2006
	Best Inexpensive Foundation	L'Oréal Paris True Match Foundation	April	2005
	Best At-Home Permanent Hair Color	L'Oréal Paris Superior Preference	April	2005
	Best Overall Mascara	L'Oréal Paris Voluminous Mascara	April	2005
Ladies Home Journal	Do Good Award	L'Oréal Paris Brand	N/A	2010
Latina	Beauty Awards - Readers' Choice	L'Oréal Paris Telescopic Precision Liquid Eyeliner in Carbon Black	May	2009
	Beauty Awards - At-Home Hair Color	Excellence-To-Go	May	2009
	Beauty Awards - Everyday Sunscreen	Revitalift UV Daily Moisturizing Cream with Mexoryl SX	May	2008
Life & Style	Best At-Home Hair Color	Féria Multi-Facted Shimmering Colour in Espresso	August	2008
Marie Claire	Readers Pick-25 Best Beauty Product	L'Oréal Paris Extra Intense Liquid Pencil Eyeliner	April	2010
	Readers Pick-25 Best Beauty Product	L'Oréal Paris EverPure Moisture Deep Restorative Masque	April	2010

Magazine	Name of Award	Product	Month	Year
	Readers Pick-15 Best Beauty Product	L'Oréal Paris Elnett Hairspray	December	2009
	Readers Pick-25 Best Beauty Product	L'Oréal Paris EverPure Moisture Deep Restorative Masque	April	2009
	Readers Pick-25 Best Beauty Product	L'Oréal Paris Skin Genesis Daily Moisturizer with SPF 15	April	2008
	Readers Pick-25 Best Beauty Product	L'Oréal Paris Voluminous Mascara	April	2007
More	Readers pick- More's Big Beauty Try-On Reader's Choice - Makeup	L'Oréal Paris Extra-Volume Collagen Mascara	October	2009
	Outside Expert Pick-More Best of Beauty - Skin	L'Oréal Paris Revitalift UV Daily Moisturizing Cream with Mexoryl SX	October	2007
	Outside Expert Pick-More Best of Beauty - Hair	L'Oréal Paris Vive Pro Smooth Intense Treatment	October	2007
	Outside Expert Pick-More's Big Beauty Try-On Reader's Choice - Makeup	L'Oréal Paris Extra-Volume Collagen Mascara	October	2007
	Outside Expert Pick-More Best of Beauty - Skincare	L'Oréal Paris Age Perfect Pro-Calcium Restorative Hydrating Cream	October	2006
	Outside Expert Pick-More Best of Beauty - Hair	L'Oréal Paris Vive Pro color Vive Shampoo for Highlighted Hair	October	2006
	Outside Expert Pick-More Best of Beauty - Makeup	L'Oréal Paris Age Perfect Skin-Supporting and Hydrating Makeup SPF 12	October	2006
Real Simple	Road Test: Face Cleansers	L'Oréal Paris Go 360° Clean	May	2010
	Road Test: Mascara	L'Oréal Paris Extra-Volume Collagen Mascara	March	2010

Magazine	Name of Award	Product	Month	Year
	Road Test: Shampoo	L'Oréal Paris EverPure Sulfate-Free Color Care Moisture Shampoo	November	2009
	Road Test: Budget Makeup	L'Oréal Paris Wear Infinite Eye Shadow Single	May	2009
	Road Test: Budget Makeup	L'Oréal Paris Infallible Never Fail Eyeliner	May	2009
	Road Test: Self-Tanners	L'Oréal Paris Sublime Bronze Gradual Self-Tanning Lotion	May	2008
	Road Test: Mascara	L'Oréal Paris Original Voluminous Mascara	April	2007
<b>Redbook</b>	MVP Beauty Award	L'Oréal Paris Go 360 Clean Face Wash	March	2010
	MVP Beauty Award	L'Oréal Paris True Match Roller	May	2010
	MVP Beauty Award	L'Oréal Paris EverPure Color Care System	May	2009
	MVP Beauty Award	L'Oréal Paris Revitalift SPF Day Lotion	Dec	2009
	MVP Beauty Award	L'Oréal Paris Elnett Satin Hairspray	Dec	2008
	MVP Beauty Award	L'Oréal Paris UV Protective Everyday Facial Moisturizing Sunscreen Cream	Dec	2007
	MVP Beauty Award	L'Oréal Paris Cashmere Perfect Blush & Eyes Soft Powdercreme Colour	Jan	2005
<b>Self</b>	Readers Tested Healty Beauty Award-Best Hydrating Shampoo	L'Oréal Paris EverStrong Sulfate-Free Hydrate Shampoo	May	2010
	Readers Tested Healty Beauty Award-Best Lip-Plumping Gloss	L'Oréal Paris Infallible Never Fail Plumping Gloss	May	2010
	Readers Tested Healty Beauty Award-Best Hairspray	L'Oréal Paris Elnett Satin Hairspray	May	2009

Magazine	Name of Award	Product	Month	Year
	Readers Tested Healty Beauty Award-Best Moisturizer With SPF	L'Oréal Paris Skin Genesis Daily Moisturizer SPF 15 Lotion	May	2008
	Readers Tested Healty Beauty Award-Best Body Self-Tanner Spray	L'Oréal Paris Sublime ProPerfect Airbrush Self-Tanning Mist	May	2008
	Readers Tested Healty Beauty Award-Best Eyeliner	L'Oréal Paris Carbon Black Le Kohl Pencil	May	2007
	Readers Tested Healty Beauty Award-Best Anti-aging Serum	L'Oréal Paris Revitalift Double Lifting Intense Re-Tightening Gel + Anti-Wrinkle Treatment	May	2006
	Readers Tested Healty Beauty Award-Best Thickening Mascara	L'Oréal Paris Volume Shocking 2 Step Volume Construction Mascara	May	2006
	Readers Tested Healty Beauty Award-Best Straightening Balm	L'Oréal Paris Studio Line Hot Straight	May	2006
Seventeen	Readers Pick-Best Shadow	L'Oréal Paris HIP High Intensity Pigments Concentrated Shadow Duo in Wicked	July	2009
Shape	"Best Concealer" - SunSmart Awards	L'Oréal Paris Visible Lift Line-Minimizing & Tone Enhancing Under Eye Concealer SPF 20	April	2010
	"Best Hair Color" - Best In Beauty Awards	L'Oréal Paris Excellence-to-Go	September	2009
	"Best Facial Exfoliator" - Best In Beauty Awards	L'Oréal Paris Advanced Revitalift Micro-Dermabrasion Kit	September	2008
	"Best Lip Color" - Best In Beauty Awards	L'Oréal Paris Colour Riche Lip Gloss	September	2007
	"Best Blush/Bronzer" - Best In Beauty Awards	L'Oréal Paris True Match Superblendable Blush	September	2006
	"Best Facial Exfoliator" - Best In Beauty Awards	L'Oréal Paris ReFinish Micro-Derabrasion Kit	September	2005

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Siempre Mujer	Beauty Awards	L'Oréal Paris Elnett Satin Hairspray	February	2010
Star	Best Awards -	L'Oréal Paris Touch-On Highlights	May	2010
	Beauty Awards - Best Eyeliner	L'Oréal Paris Voluminous Eyeliner Mistake-Proof Marker	May	2008
Teen Vogue	Readers Choice-Best Hair Color	L'Oréal Paris Brand	April	2010
	Readers Choice-Best Hair Color	L'Oréal Paris Féria Multi-Faceted Shimmering Haircolor	February	2009
	Readers Choice-Best Hair Color	L'Oréal Paris Féria Multi-Faceted Shimmering Haircolor	February	2008
Women's Health	Experts' Award-Best Lip Color	L'Oréal Paris Infaillible Never Fail Plumpling Lipgloss	June	2010
	Readers' Pick- Best Hair Color	L'Oréal Paris Féria Multi-Faceted Shimmering Haircolor	June	2010
	Experts' Award-Best Lip Color	L'Oréal Paris Infaillible Never Fail Lip Colour Compact	July / August	2008
	Experts' Award-Best Lip Color	L'Oréal Paris Endless Lip Colour in Timeless Tany	July / August	2007